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TO: Jim Scully

FROM: Avery Krut

SUBJECT: Merit Blind Offer Taste Challenge
Test Market Recontact Study

DATE: May 19, 1987

In November 1986, the Merit Blind Offer Taste Challenge began in test market in Little Rock, AK and Spokane, WA. Following the fulfillment of the offer, research was conducted among 150 smokers who had received the entire offer. In that study, seven-in-ten (68%) of the smokers interviewed said that they were likely to purchase Merit without a coupon. Further research, conducted two months after fulfillment, indicated that four smokers had actually switched to Merit.

In light of these results, a recontact study was conducted among those smokers who felt they would purchase Merit without a coupon, as well as among the four smokers who had switched to Merit. The recontact study took place four months after the fulfillment of the offer.

Of the seventy-eight smokers that we were able to recontact, six now claim Merit as their regular brand. Only one (starred below) of the original four converters remained a Merit smoker, two had switched to another brand, and we were unable to contact one person. The chart below is a profile of the six Merit smokers.

		Regular Brand	
Sex	Age	Prior	Four Months
		To Offer	After Fulfillment
*Male	60	Salem FF 100's	Merit 100's Menthol
Male	54	Vantage Ultra Lights Kings	Merit Ultra Lights Kings
Male	49	Camel Lights Kings	Merit Ultra Lights Kings
Female	56	Generic Lights 100's	Merit 100's
Female	50	Vantage Ultra Lights 100's	Merit Ultra Lights 100's
Female	28	Winston Ultra Lights 100's	Merit Ultra Lights 100's

The results of this recontact study are inconclusive in terms of assessing a true conversion rate because the sample size is small. The proposed research on the Merit Blind National Program will be better able to address the issue of conversion.

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